



		✓ CHECK ONE			MAX POINTS	SCORE	COMMENTS
		EXCEPTIONAL	AVERAGE	NEEDS IMPROVEMENT			
Organizational Overview (Section A)	Project/Org & Strategic Summary				20		
	Advocacy for Arts Funding						
	GivingMatters.com Content (NOT Financials)						
Creative Workforce (Section B)	Staffing Plans				20		
	Staff Diversity						
	Professional Development						
Creative Activities (Section C)	Program Content and Planning				20		
	Program Curriculum						
	Outcomes & Measurement						
Quality & Innovation (Section D)	Definitions of Quality & Innovation				20		
	Underserved Participation						
	Creative Leadership						
Financials	Projected Expenditures & Revenue				20		
	Financial Summary						
	GivingMatters.com Financials						
					100		

PANELIST: \_\_\_\_\_

ORGANIZATIONAL OVERVIEW: Project/Organizational & Strategic Summary
<ul style="list-style-type: none"> <li>Clearly articulated strategic priorities for the proposed program.</li> <li>Strategies connect directly with the organization's mission.</li> <li>Strategies are supported with realistic funding and staffing plans.</li> </ul>
ORGANIZATIONAL OVERVIEW: Advocacy for Arts Funding
<ul style="list-style-type: none"> <li>Expresses significant understanding of relationship between elected officials and public funding (such as Metro Council and Metro Arts' budget).</li> <li>Proof of clear relationships and directed communications with Metro Council.</li> <li>Assertively pursues regional, state and national advocacy opportunities.</li> <li>Promotes sales of specialty licenses plates through variety of outlets.</li> <li>Staff and board members own specialty license plates.</li> <li>Member of Nashville Arts Coalition, Tennesseans for the Arts, and Americans for the Arts, professional groups.</li> </ul>
GIVINGMATTERS.COM PROFILE CONTENT (NON-FINANCIAL)
<p><b>STATEMENTS AND SEARCH CRITERIA:</b> Clearly articulated, thoughtful and compelling mission statement, impact statement, and background statement. Needs statement, CEO statement and Board Chair statement provide additional compelling information that increases panelists' understanding of the organization's programming, capacity and direction</p> <p><b>PROGRAMS:</b> All organizational programs are clearly described with adequate and realistic program budgets. Descriptions of existing programs match those addressed in the Metro Arts application, and no discrepancies or confusion exists between the GivingMatters.com profile and the application content.</p> <p><b>MANAGEMENT:</b> Full description of management (either staff or volunteer). Strong business practices are evident with existing or developing Fundraising Plan, Strategic Plan, Management Succession Plan, and Policies/Procedures Plan. Senior management staff is evaluated annually, Collaborations are robust, Affiliations are logical and wide-ranging, and recent Awards are listed. Risk Management Provisions, Nondiscrimination, Whistle Blower and Document Destruction policies are in place.</p> <p><b>GOVERNANCE:</b> Board is sufficient size, with varied and appropriate Company Affiliations, with full Ethnicity, Gender, and Client representation of the community. Strong board management is evident through adequate Term Limits and number of Board Meetings Annually. Board Selection Criteria, Conflict of Interest Policy and Standing Committees are in place. Excellent Board Meeting Attendance and high percentage of Board Monetary and In-Kind Contributions. CEO Governance Comments are helpful and provide additional clarification or compelling information regarding organization's governance.</p> <p><b>FINANCIALS:</b> (These are to be scored in the FINANCIAL Section of this Rubric.)</p>
CREATIVE WORKFORCE: Staffing Plans
<ul style="list-style-type: none"> <li>Actively increasing opportunities for arts professionals to work for a living wage.</li> <li>Staffing plans are clearly stated.</li> <li>Salaries/fees are reasonable to generous.</li> <li>Underserved populations are represented in proposed staffing plans.</li> <li>Professional development, training, residencies or creative internships are planned for the project.</li> </ul>
CREATIVE WORKFORCE: Staff Diversity
<ul style="list-style-type: none"> <li>Actively increasing employment and volunteer opportunities for underserved populations.</li> <li>Clearly demonstrates these efforts through staff and volunteer demographics.</li> <li>Demographics of the staff reflect the community served.</li> </ul>
CREATIVE WORKFORCE: Professional Development
<ul style="list-style-type: none"> <li>Proposal includes professional development for creative workers through high quality trainings, workshops, classes, and other created or existing resources.</li> </ul>
CREATIVE ACTIVITIES: Program Curriculum
<ul style="list-style-type: none"> <li>Engages professional artists or teaching artists</li> <li>Adheres to an artistic curriculum</li> <li>Operates regularly during a period of the school year</li> <li>Students are selected through a reasonable, logical method</li> </ul>

<b>CREATIVE ACTIVITIES: Outcomes &amp; Measurement</b>
<ul style="list-style-type: none"> <li>Identifies realistic and measurable expected student outcomes</li> <li>Explains how those outcomes will be tracked and measured</li> <li>Measurement procedures are well-planned and realistic</li> </ul>
<b>QUALITY &amp; INNOVATION: Definitions of Quality &amp; Innovation</b>
<ul style="list-style-type: none"> <li>Demonstrates how programming is unique, high-quality, and innovative.</li> <li>Provides a detailed plan for developing creative content for the program.</li> <li>When driven by a clearly-articulated mission, demonstrates a concerted effort to produce high-quality program.</li> <li>Additions to existing programs are developed with plans to increase existing programs' quality and innovation.</li> </ul>
<b>QUALITY &amp; INNOVATION: Underserved Participation</b>
<ul style="list-style-type: none"> <li>Plans strategic methods of increasing engagement of underserved populations.</li> <li>Clearly states how underserved populations may be involved in the program's development, promotion and execution.</li> </ul>
<b>QUALITY &amp; INNOVATION: Creative Leadership</b>
<ul style="list-style-type: none"> <li>Clearly states its plans to enhance the community's creative leadership through engagement of volunteers, boards, advisors, etc.</li> <li>Clear strategy for reaching out to underserved populations to serve as volunteers, board members, and advisors.</li> <li>New or unique engagement of community advisors, volunteers, etc., in program planning, execution, and evaluation.</li> </ul>
<b>FINANCIAL: Projected Expenditures &amp; Revenues for Proposed Project</b>
<ul style="list-style-type: none"> <li>Entire budget is provided for the proposed project.</li> <li>Realistic income projections are shown.</li> <li>Realistic costs of project activities are shown.</li> <li>Sufficient income is shown to ensure stable programming through grant period.</li> <li>Grant funds are to be used in supporting the creative workforce directly or indirectly.</li> </ul>
<b>FINANCIAL: GIVINGMATTERS.COM PROFILE (FINANCIALS)</b>
<ul style="list-style-type: none"> <li>At the end of each year, organization retains a positive cash fund balance (surplus).</li> <li>No deficits have occurred in recent years.</li> <li>Evidence of internal source of cash or ready access to cash in times of shortfall.</li> <li>Limited reliance on government grant funds, with majority of revenue from earned income sources.</li> <li>Excellent variety of income sources evident.</li> <li>Fluctuations in income or expenses are clearly articulated and managed by the organization.</li> </ul>